



ALGHERO
BITAS 2023

THURSDAY 23 MARCH

Hotel Catalunya Conference Center

9 am - 6 pm | **II Edition of the General Assembly of Active Tourism in Sardinia**

Old Market, via Mazzini

10 am - 6 pm | **Bitas Market**

FRIDAY 24 MARCH

Lo Quarter

9 am - 6 pm | **Workshop B2B**
Exhibiting Area: Top - Quality Sardinian Products

Old Market, via Mazzini

10 am - 18 am | **Bitas Market**

Hotel Catalunya Conference Center

10 am - 13 am | Seminar: **Supply and Demand for Active Tourism**
14 am - 16 am | Seminar: **Data-driven tourism. Analysing data to make more effective decisions**
16 am - 18 am | Seminar: **Sardinian Paths and Routes**

SATURDAY 25 MARCH and SUNDAY 26 MARCH

DAY 1: From Alghero to Tresnuraghes

DAY 2: From Tresnuraghes to Cabras

Educational Tour 1: By bike, to the Giants of Mont'e Prama

DAY 1: Capo Caccia and Monte Minerva

DAY 2: Monteleone and Marghine

Educational Tour 2: On foot, where the sea and mountains meet

DAY 1: Porto Conte and Stintino

DAY 2: Asinara and Anglona

Educational Tour 3: By boat, sailing between Asinara and Anglona




bitas.regione.sardegna.it



II EDITION OF THE GENERAL ASSEMBLY OF ACTIVE TOURISM IN SARDINIA

ALGERO
23 MARCH 2023

Hotel Catalunya Conference Centre
Via Catalogna, 22, 07041 Alghero SS



Moderator: **Maria Teresa Montaruli**

9 am

Participant registration

10 am

Institutional greetings

Mario Conoci, Mayor of the Municipality of Alghero

Gianni Chessa, Councillor for Tourism - Region of Sardinia

10:15 am

Official opening

Riccardo Maria Masiello, Marketing Communication

Director - Department of Tourism of the Region of Sardinia

Angela Maria Porcu, DG - Department of Tourism of the
Region of Sardinia

10:30 am

*Towards an Effective Action Plan for Ecotourism in Sardinia,
in accordance with Regional Strategic Plan for Sustainable
Development*

Gianluca Cocco, Director of SVASI, Environmental
Protection Department of Sardinia

10:40 am

New Challenges for an Active Tourism : audio-visual report

Maria Nevina Satta, DG Sardinia Film Commission
Foundation

11 am

*Focus on destination policies: the role of data in Active
Tourism development*

Mirko Lalli, director The Data Appeal Company

Paolo Grigolli, General Director Tourism Agency Val di Fassa

Tullia Caballero Augi, Trainer ATTA adventureEDU

Questions and interventions from the audience

12 am

Focus on Cycling Tourism

Enrico Casini, tour operator, President of Cicloturismo
Sardegna

Alain Rumpf, Blogger and consultant for bike tourism

Guglielmo Macchiavello, tour operator, President BEST
bike hotel network

Andrea Mentasti, event organiser, Ajoha

Questions and interventions from the audience

1 pm

Lunch Break

2 pm

*FFocus on top skills for Active Tourism: Matching demand
and supply efficiently*

Enzo Carella, President of Federterziario Turismo

Nicola Patrizi, President of Federterziario

Questions and interventions from the audience

2:30 pm

Hiking Focus

Alessandro Abis, Representative AIGAE

Giovanni Pischedda, Representative LAGAP

Letizia Marongiu, Representative Confguide

Corrado Conca, Segnavia Edizioni, outdoor guides

Questions and interventions from the audience

3:30 pm

Focus on Nautical and Marine Tourism

Roberto Tavazzi, Windsurfing Center Stintino

Angelo Colombo, journalist specialising in the marine
industry

Laura Valentino, Iknos Diving Isuledda

Questions and interventions from the audience

4:30 pm

Focus on Accessible Tourism

Lino Cianciotto, excursion guide

Antonello Tovo, skipper and sailing instructor

Gian Domenico Ciccirella, Hsa Handicapped Scuba
Association

Questions and interventions from the audience

5:30 pm

Closing remarks by **Gianni Chessa**, Councillor for Tourism -
Region of Sardinia



ALGHERO
24 MARCH 2023

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SEMINAR **SUPPLY AND DEMAND FOR ACTIVE TOURISM**

10 am - 1 pm

TULLIA CABALLERO AUGI
NAOMI LINDFIELD

During the first seminar, two expert trainers from ATTA (Adventure Travel Trade Association) will explain the dynamics governing the international active tourism market.

Who are these travellers looking for active travel experiences? What are they looking for? Where do they inform themselves? Who do they buy from? How much do they spend?

These and many other questions will be answered by analysing the main generating destinations, the organisation of world distribution and specific territorial offers, without neglecting an analysis of Sardinia's position in the international active tourism market.

SEMINAR **DATA-DRIVEN TOURISM ANALYSING DATA TO MAKE MORE EFFECTIVE DECISIONS**

2 pm - 4 pm

MARIO ROMANELLI
GIAMBATTISTA SALINARI

The second seminar will attempt to answer the question: "Is it possible to anticipate the transformations of the active tourism market and adapt the offer?"

Experts in the sector will try to explain how Sardinia can become a data-driven destination and improve its experiences, intercept market trends, and define growth strategies, all thanks to the correct use of data analysis.

SEMINAR **SARDINIAN PATHS AND ROUTES**

4 pm - 6 pm

ALESSIO SABA

The third seminar will be devoted to hiking trails and itineraries in Sardinia. We will analyse the processes and mechanisms that led to the establishment of the Sardinian Hiking Network (RES) and explore the role of the Forestas Agency in the promotion, census, maintenance and valorisation of Sardinia's trails. The seminar will also meet all the needs of active tourism, illustrate the services and means the Sardinian Region makes available, and promote safe and environmentally friendly ways to enjoy the territory.